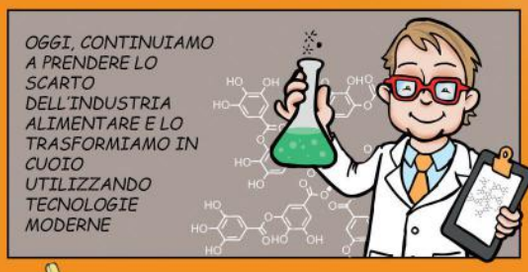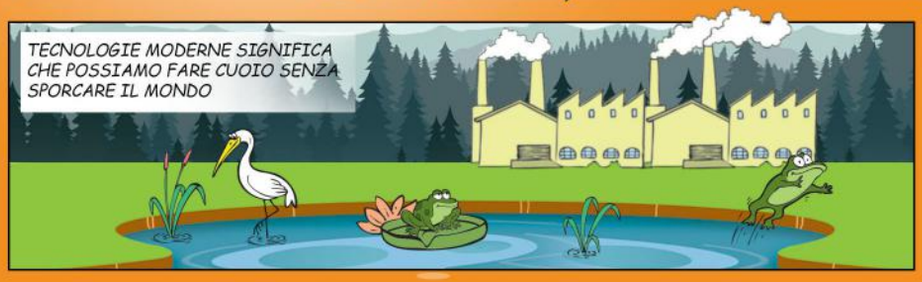Che cos'é il Cuoio?